



ARKANSAS SECRETARY OF STATE

MARK MARTIN

Dear Educators,

This letter is an introduction to the 2012 National Student Mock Election, which will be held on **Thursday, November 1, 2012**. As your Secretary of State, it is my privilege to partner with the National Student Mock Election Organization. The Office of the Secretary of State will be the State Coordinator for our Arkansas schools. The National Student Mock Election's goal is to instill the importance of citizenship through this learning process to engage students to vote for the next United States President and for the U. S. Congressmen representing Arkansas.

Please find attached the sample Arkansas ballot, as well as general information and important details about the National Student Mock Election. The registration process will be done directly through the National Student Mock Election Organization and schools will need to register at www.nationalmockelection.org/register. More information about how to email your election results on November 1st to a state-specific ballot at their polling station will be sent after you register.

If you have any questions about the program, email them to the National Student Mock Election at myelection@pearsonfoundation.org or contact Lisa Young, Education and Visitor Services Specialist for the Arkansas Secretary of State at 501-682-5279.

My staff and I are excited about the partnership with the National Student Mock Election Organization and encourage you to allow your students to participate in the elections process by getting your school registered.

Best Wishes,

A handwritten signature in black ink that reads "Mark Martin".

Mark Martin
Arkansas Secretary of State



Who Will Students Elect in 2012?

*My Voice™ National Student Mock Election gives students a voice
Register to vote at www.nationalmockelection.org, cast ballots starting October 25*

Washington, DC – August 28, 2012 – Today the largest student-driven civics project in the United States announced the opening of voter registration. The My Voice™ National Student Mock Election gives students across the country the opportunity to cast their votes for candidates in both the federal and state elections, and to talk about the issues they care about this fall and beyond.

This program, a digital initiative of the Pearson Foundation, builds on the 30-year history of the National Student/Parent Mock Election and My Voice, the leading program in student voice. More than 50 million young voters have participated while learning about the importance of using their own voice to share their perspectives on important issues. In 2012, national student voting begins on October 25 and culminates on the National Mock Election day, November 1, in advance of the nation's election.

For the first time this year, the National Student Mock Election will take place entirely online, as will student polling on national topics, social issues, education, and local communities. Students, teachers, and parents are encouraged to register their schools to take part at nationalmockelection.org.

More than 60 national civic, educational, and business organizations serve as cooperating organizations and partners. In 2012, along with the Pearson Foundation, partners include: American Association of School Administrators, Barquin International, BrainPOP, Council of the Great City Schools, Don't Forget Ed, National Association of Broadcasters Education Foundation, National Association of Elementary School Principals, National Association of Secondary School Principals, National Association of Secretaries of State, National Association of Student Councils, National Council for the Social Studies, National School Boards Association, NIE Institute, Rand McNally, SAGE, and USA Today.

Teachers are encouraged to use the free materials and curriculum developed for the program to create thoughtful lessons leading up to and around the upcoming election of the president, U.S. senators and representatives, and state governors.

"Our goal is to help our country's young people understand what 'government of the people, by the people, and for the people' really means," said National Student/Parent Mock Election President Gloria Kirshner. "It is never too early to start empowering our future leaders to be involved and share their opinions about the issues that matter most."

"The Pearson Foundation is committed to quality programs that provide civic engagement opportunities and ways for students, of all ages, to have their voices heard," said Pearson Foundation President and CEO Mark Nieker. "Research confirms that student voice is a key driver in creating a better learning environment where students and their families are part of the decision making process for their schools."

The National Student Mock Election was co-founded by Edward Stanley and Gloria Kirshner in 1980, as the National Student/Parent Mock Election. After three decades, and 18 elections, it still stands as the world's largest national mock election. Over the years partners have included American Broadcasting Companies, Inc., CNN, Electronic Data Systems (now HP Enterprise Services), *The New York Times*, *TIME Magazine*, and

others, all collaborating to help millions of students learn about our nation's electoral process and the meaning of democracy.

For more information and to register to vote, go to www.nationalmockelection.org. Follow us on Twitter @MyMockElection, #MyElection and at [Facebook.com/NationalMockElection](https://www.facebook.com/NationalMockElection).

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About the My Voice™ National Student Mock Election

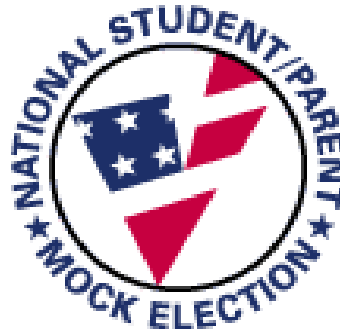
This year, the Pearson Foundation is combining two great initiatives to involve U.S. students before, during, and after fall's national election with a new program, the My Voice™ National Student Mock Election. The My Voice National Student Mock Election builds on the rich history of the National Student/Parent Mock Election, the country's largest civic engagement project, which reached more than 5 million students in 2008, and on My Voice, the leading name in student voice. This single project – built on more than a half-century of experience – will engage students, parents, and educators all year long.

About the Pearson Foundation

The Pearson Foundation, a 501(c)(3) nonprofit, extends Pearson's commitment to education by partnering with leading nonprofit, civic, and business organizations to provide financial, organizational, and publishing assistance across the globe. The foundation aims to make a difference by sponsoring innovative educational programs and extending its educational expertise to help in classrooms and in local communities. More information on the Pearson Foundation can be found at www.pearsonfoundation.org.

Media Contact:

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My Voice Student Mock Election 2012 Arkansas Ballot

1. Make your choice for President of the United States. (Vote for one)

- ☐ Barack Obama (D)
- ☐ Mitt Romney (R)

2. Make your choice for House of Representatives. (Vote for one in your district)

District 1

- ☐ Rick Crawford (R)
- ☐ Scott Ellington (D)
- ☐ Jacob Holloway (Green)
- ☐ Jessica Paxton (Libertarian)

District 2

- ☐ Tim Griffin (R)
- ☐ Herb Rule (D)
- ☐ Chris Hayes (Libertarian)
- ☐ Barbara Ward (Green)

District 3

- ☐ Steve Womac (R)
- ☐ David Pangrac (Libertarian)
- ☐ Rebekah Kennedy (Green)

District 4

- ☐ Tom Cotton (R)
- ☐ Gene Jeffress (D)
- ☐ Josh Drake (Green)
- ☐ Bobby Tullis (Libertarian)